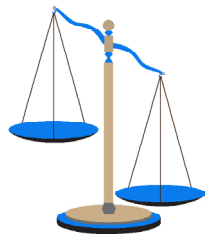


The subtle, *but significant* differences between Persuasive & Argumentative Writing



Persuasive Writing

v.



Argumentative Writing

The writer aims to get the reader to agree with him/his perspective.	GOAL	The writer aims to get the reader to accept his perspective/his side as truth.
Opinions are blended with facts, all in an attempt to convince the reader that the writer is “right.”	GENERAL TECHNIQUE	Relevant reasons and credible data are blended to demonstrate the writer’s argument as valid.
The writer needs an intended audience to address his request or need to. <i>Who can give him what he wants?</i>	AUDIENCE	To write an argument, the writer doesn’t need an intended audience. The writer is satisfied with simply “putting the truth out there.”
Since the writer is communicating directly to a person, group, or organization, it’s common to use first-person (i.e., <i>I</i>) and second-person (i.e., <i>you</i>) point of view.	POINT OF VIEW	With no specific audience in mind, this more formal writing addresses the multiple sides of an issue using the more objective third-person point of view.
Persuasive writers “go after” their readers more aggressively. They consider the emotional strategy that will work best on their audience (e.g., manipulation, motivation, inspiration, etc.). Persuasive writing is personal, passionate, and emotional.	ATTITUDE	Argumentative writers maintain a tone of fairness and reasonableness. Their attitude is respectful, tactful, and formal.
Persuasion has a single-minded goal— <i>Get what the writer wants</i> . It is based on the writer’s personal conviction that his way of thinking is the best. Consequently, the writer’s viewpoint is typically the only one presented. (See the lopsided scales above.)	PERSPECTIVES PRESENTED	Argumentative writing acknowledges opposing views within a pro/con piece. (See the more balanced scales above.) This demonstrates the writer as a fair-minded person and gives him the opportunity to counter these perspectives with more logic, reasoning, and proof.
1. Pick a topic of interest. (<i>What do you want?</i>) 2. Choose a side to “fight” for. 3. Start writing.	STARTING POINT	1. Conduct initial research on a debatable topic. 2. Align with the strongest side. 3. Continue gathering facts and research.
Persuasive pieces rely almost solely on opinions and feelings. The writer uses his own passion and/or plays off reader emotions to get what he wants. The audience agrees with the writer because of strong emotional appeals.	SUPPORT	Arguments rely on logical reasons that are all substantiated by facts, data, expert quotes, and evidence. The audience agrees with the writer because of the strong logical appeals.